

What is Claimed is:

1. A method of establishing an audio-video conference, comprising the following steps:

- 5 a) holding an audio-only conference;
- b) displaying static visual images during the audio-only conference; and
- c) holding an audio conference accompanied by a live video conference.

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2. A method of establishing an audio-video conference, comprising the following steps:

- a) setting up an audio-video conference on a high-bandwidth communication channel;
- 15 b) during the setting-up step, holding an audio conference using a POTS channel; and
- c) after setting up completes
 - i) holding the audio-video conference on the high-bandwidth channel; and
 - 20 ii) terminating the audio conference on the POTS channel.

3. An apparatus, comprising:

- a) a computer-readable storage medium;
- b) software means, physically configured in the storage medium, for:

- 5 i) receiving image data from a remote location and displaying a static image, based on the data;
- ii) holding an initial audio conference with a remote communication device during display of the static image;
- 10 iii) holding a sequel to the audio conference with said remote device; and
- iv) holding a video conference with said remote device during the sequel.

15 4. Apparatus according to claim 3, wherein the initial audio conference is held using POTS lines, and the sequel is held using a high-bandwidth channel.